

## CURRICULUM VITAE

- I. (a) Name: Osayawe Benjamin EHIGIE
  - (b) Date of Birth: July 18th, 1965
  - (c) Department: Psychology
  - (d) E-mail: [benosang@yahoo.com](mailto:benosang@yahoo.com)
  - (e) Phone: +234-8053218030 or +234-22007125
- II (a) First Academic Appointment: January 25, 1990
  - (b) Present post (with date): Professor (October 1, 2006)
- III. University Education (With Dates):
  1. University of Nigeria, Nsukka, October 1982 – July 1986.
  2. University of Ibadan, Ibadan, December 1987 – 1988.
  3. University of Ibadan, Ibadan, December 1988 – April 1993
- I V. Academic Qualifications (With Dates and granting bodies):
  1. B.SC. (Hons.) Psychology (July, 1986) – University of Nigeria, Nsukka.
  2. M.SC. Industrial/Organizational Psychology (November, 1988) – University of Ibadan, Ibadan.
  3. Ph.D. Psychology (November, 1993) – University of Ibadan, Ibadan
- V. Scholarships, Fellowships and Prizes (With Dates):
  1. The University of Nigeria Foundation Bursary Award for Undergraduate Program (1983/84 – 1985/86 Sessions).
  2. Visiting International Scholar, Dickinson College, Carlisle, United States of America, 2004-2005.
- VI. Honours, Distinctions and Membership of Learned Societies
  1. Member, Nigerian Psychological Association
  2. Member, African Society for the Psychological Study of Social Issues
  3. Member, Social Science Academy of Nigeria
  4. Member, Nigerian Marketing Association (NIMARK)
  5. Member, Nigerian Institute of Management (NIM)
  6. Member, Emerald Literati Club (An International Association)
  7. International Affiliate Member, Society for Industrial and Organizational Psychology (SIOP), an affiliate of American Psychological Association (APA)

8. Member, Society for Personality and Social Psychology (SPSP), an affiliate of American Psychological Association (APA)

## **VII. Academic Professional Experience**

1. Associate Editor, African Journal for the Psychological Study of Social Issues (A publication of the African Society for the Psychological Study of Social Issues). 2004 till date
2. Editor, Nigerian Journal of Psychology, A publication of Nigerian Psychological Association, 2000-2004.
3. External Examiner, Undergraduate Examinations, Psychology Department, Benue State University, 2006 till date.
4. External Examiner, Department of Psychology, University of Lagos, 2007.
5. External Examiner, Department of Psychology, Obafemi Awolowo University, Ile-Ife, 2008 till date
6. Associate Lecturer, Department of Psychology, Covenant University, Nigeria, 2007 till date.
7. Guest Lecturer, Nigerian Army Day Celebration, Ibadan, 2005.
8. Grantee, Socio-Psychological Factors Determining Participation in Community-Based Ivermectin Treatment of Onchocerciasis. Federal Ministry of Health and Social Services/UNDP/WHO, 1994.
9. Grantee, Manifest Needs in Grievance Behavior of Workers in Commercial Bank Industry. University of Ibadan Senate Research Grant, 1995.
10. Grantee, Socio-Psychological Factors Determining Fraudulent Practices among Bank Workers in Nigeria. University of Ibadan Senate Research Grant, 1997.
11. Grantee, Development and Standardization of Health Locus of Control Scale. University of Ibadan Senate Research Grant for Group Project, 1999.
12. Grantee, Customer Expectations, Perceived Service Performance, Satisfaction and Loyalty to Service Provider (A Study of Dickinson College Services for Students). Dickinson College, United States of America, Research and Development Grant, 2004.
13. Grantee, Students as Customers: Expectations, Perceptions, Satisfaction and Loyalty of Nigerian University Students. University of Ibadan Senate Research Grant, 2006.

## **VII. Consulting Experience**

1. Marketing Consultant, Pfizer Pharmaceutical Company, Nigeria- 1995 till 2004
2. Training Consultant, Frigoglass Industries, Nigeria- 2008 till date
3. Resource Person, University of Ibadan Consultancy Center, Nigeria- 1998 till date
4. Facilitator, Supreme Management Consultant, Nigeria- Guest facilitator

### **VIII. DETAILS OF TEACHING EXPERIENCE AT UNIVERSITY LEVEL**

#### **(a) At Undergraduate Level:**

- (i) PSY 102: Introduction to Personality, Social and Life Span
- (ii) PSY 103: Quantitative Methods in Psychology
- (iii) PSY 209: General Experimental Psychology.
- (iv) PSY 292: Industrial and Personnel Psychology.
- (v) FSS 204: Statistical Reasoning in the Social Sciences
- (vi) PSY 319: Statistical Methods in Psychology.
- (vii) PSY 392: Consumer Psychology.
- (viii) PSY 403: Psychological Testing and Test Construction.
- (ix) PSY 496: Organizational Psychology.
- (x) Supervision of B.SC. Thesis at the Department of Psychology, University of Ibadan, Ibadan.

#### **(b) At Post-graduate (Academic) Level**

- (i) PSY 731: Social Psychological Analysis of Industries and Organizations.
- (ii) PSY 732: Psychology of Union-Management Relations.
- (iii) PSY 734: Theory, Practice and Research in Selection and Placement.
- (iv) PSY 775: Statistics.
- (v) PSY 738: Industrial Practicum.
- (vi) PSY 812: Psychometrics.
- (vii) PSY 821: Statistics and Research Methods in Psychology
- (viii) PSY 915: Advanced Research Methods.
- (ix) Supervision of Master Degree Thesis in the Department of Psychology.
- (x) Supervision of M.Phil and Ph.D. Thesis in the Department of Psychology.
- (xi) Successfully completed supervision of seven PhD Thesis in the department

#### **(c) At Post-graduate (Professional) Level (Full Time and Part Time)**

- (i) MMP 710: Human Resources Management: Psychology of Selection and Placement.
- (ii) MMP 713: Psychology of Marketing and Advertisement
- (iii) MMP 720: Applied Statistics.

- (iv). LSC 710: Investigative Psychology and Statistics.
- (v). LCS 702: Security Psychology I: Principles, Theories and Models.
- (vi). LCS 713: Military Psychology, Conflict and Conflict Resolution
- (vii). Supervision of Master Degree Thesis in Managerial Psychology (MMP).
- (viii). Supervision of Master Degree Thesis in Legal, Criminological and Security Psychology (LSC).

(d) Other Relevant Experiences:

- (i) Ag. Head, Department of Psychology, University of Ibadan – (2005-2007)
- (ii) Sub-Dean (Postgraduate) Faculty of the Social Sciences – (1999-2001).
- (iii) Coordinator of Psychology Human and Animal Laboratory
- (iv) Departmental Undergraduate Examinations Co-coordinator.
- (v) Departmental Representative in the Faculty Board Planning Committee.
- (vi) Director of Program, Professional Masters degree in Managerial Psychology (MMP).
- (vii) Coordinator of Departmental Postgraduate Seminar.
- (viii) Member, Departmental Finance Committee.
- (ix) Member, Departmental Publication Committee.
- (x) Secretary, Departmental Capital Project Committee.
- (xi) Chairperson, Departmental Workshop and Training Committee.
- (xii) Secretary, Faculty Committee on the design of a Master Degree Program in Energy Administration.
- (xiii) Member, Academic Appointments and Promotions Committee

**IX. RESEARCH**

Dissertation and Thesis

1. M.Sc. Thesis - An Experimental Investigation on Memory for Brands in Advertising. University of Ibadan, 1988.
2. Ph.D. Thesis - Effects of Target Setting and Frequency of Feedback on Performance in Manual and Cognitive Tasks. University of Ibadan, 1993.

**X. Publications**

(i) Books or Chapters in Books already published:

- (1) **Ehigie, B.O.** and Babalola, S.S. (1995). Understanding Consumer Behaviour. Ibadan: Newbourne Enterprises, 169 Pages.

- (2) **Ehigie, B.O.** (1997) Marital Maladjustment Issue as Occupational Hazard for Career Women in Nigeria. In F. Adewumi and F. Omololu (eds) Death by Installment: Occupational Health and Hazards in Nigeria, Lagos: Friedrich Ebert Foundation; Pp. 79-95.
- (3) **Ehigie, B.O.** (1999). Job Description and Personnel Specifications. In S.K. Balogun and K. Obasan (eds.). Understanding Organizational Behaviour: A Socio-psychological Perspective. Ago-Iwoye: Ogun State University Center for Sandwich Programme (CESAP)), pp 215-227.
- (4) Osinowo, H.O., **Ehigie, B.O.**, Sunmola, A.M., and Lawoyin, T.O. (2000) (Eds.). Sudden Death in Nigeria: Psychological Perspective. Lagos: Nigerian Psychological Association, 135 pages.
- (5) **Ehigie, B.O.** (2001). Personality Factors Influencing Attitude to Caring for the Aged. In H.O. Osinowo, Y.O. Lawoyin, M.E. Walker (eds.). Proceedings of Conference on Healthy Aging in Nigeria and Selected Papers. Ibadan: United Front for Family Health Welfare and Research, pp. 51-60.
- (6) **Ehigie, B.O.** (2003) Problems and Prospects of Women in Labor in Africa: a Psychological Perspective. In I. B. Udegbe (ed.) Transforming Health Policies for Gender Equity in Nigerian Organizations. Nigeria: Macmillan; Pp. 68 – 84.
- (7) **Ehigie, B.O.** (2003) Unethical Practices as Threats to Student/Teacher Mentoring Relationship in Higher Institutions. In Layi Erinoshio and R.A. Akindele (Eds.), Ethics in Higher Education in Nigeria: Proceedings of the 13th General Assembly of the Social Science Academy of Nigeria, July 23-25, 2003. Abuja: Social Science Academy of Nigeria; Pp. 204 – 211.
- (8) **Ehigie, B.O.** (2005) Psychological Test and Testing. In B. Udegbe, S. Balogun, H. Osinowo, and G. Sunmola (eds) Psychology: Perspectives in Human Behavior. Ibadan: Department of Psychology, University of Ibadan; Pp. 87-120.
- (9) **Ehigie, B.O.** (2006). Psychology of Marketing and Advertisement. In S. Balogun, B. Ehigie, and A. Sunmola (eds.). Managerial Psychology: An Overview. Ibadan: Department of Psychology, University of Ibadan, pp. 167-215.
- (10) Balogun, S., **Ehigie, B.**, and Sunmola, A. (Eds,) (2006). Managerial Psychology: An Overview. Ibadan: Department of Psychology, University of Ibadan.

- (11) **Ehigie, B.O.** (2006). Flying Without Crashing: The Worth of Customer Loyalty. A Faculty Lecture Series. Ibadan: Faculty of the Social Sciences, University of Ibadan.
- (12) **Ehigie, B.O.** (2007). Roles of Ecological Attitudes and Knowledge on Consumer Choice of Green Products. In B.A. Chokor and A.O. Ozo (eds), Environment and Society in Nigeria (Pp. 170-182). Lagos: Environment and Behaviour Association of Nigeria (EBAN).
- (13) **Ehigie, B.O.** (2007) Quantitative Methods in Psychology. Ibadan: Distance Learning Center, University of Ibadan.
- (14) **Ehigie, B.O.** (In press). Creativity and Industrial/Organizational Development in Africa: A Psychological Perspective. In Y. Nasidi, T. Abubakar, B. Alisah, and S. Kafewo (eds.), New Directions in African Humanities Studies, Zaria: Ahmadu Bello University, Press.
- (15) **Ehigie, B.O.** (In press). Employee Motivation and Satisfaction. In I. Onyeoneru and A. Isamah (eds.), Industrial Sociology. Ibadan: Spectrum Publisher.

(ii) Articles that have already appeared in Learned Journals:

- (15) **Ehigie, B. O.** (1994) Strategies of Target Setting and Performance Feedback for Simple and Complex Tasks. Ife Psychologia: An International Journal, Volume 2, No. 1, 29-40.
- (16) **Ehigie, B.O.** and Ramon, K. E. (1994) Nigerians' Perception of Product Quality as a Function of Price and Place of Production. African Journal for the Psychological Study of Social Issues, Volume 1, No. 1, 56-66.
- (17) **Ehigie, B.O.** (1994) Effects of Mode of Presentation and Presentation Relationship on Memory in Advertising. African Journal for the Psychological Study of Social Issues, Volume 1 No. 2, 171-184.
- (18) **Ehigie, B.O.** and Fayemi, O.K. (1995) Personality Factors in Grievance-filling Behavior of Union Steward. Ife Psychologia: An International Journal, Volume 3 No 1, 19-31.
- (19) **Ehigie, B.O.** (1995) Stress among Female Refugees (A Case Study of Liberian Refugees). Women Behavioral Issues, Volume 2, No 1, 28-33.
- (20) **Ehigie, B.O.** (1996). Target Setting: A Technique for Increased Productivity. The Nigerian Journal of Economic and Management Studies, Volume 1, No 1 & 2, 29-37.

- (21) **Ehigie, B.O.** (1998). Product Labeling and Brand Loyalty. Journal of Psychological Studies, volume 2, No. 1, 1-10.
- (22) **Ehigie, B.O.** (1999). Problems of Depression and Academic Achievement Motivation among Refugees in Nigeria. Nigeria Journal of Clinical and counseling Psychology, Volume 5, No. 1, 92-100.
- (23) **Ehigie, B.O.** (1999). Advertisement Structure and Visual Recognition Memory for Product Brand Name. Nigerian Journal of Psychology, Volume 16, No. 2, 75-82.
- (24) **Ehigie, B.O.** and Shenge, A.N. (1999) Multiple versus Singular Presentation of Television Commercials and Efficacy. African Journal for the Psychological Study of Social Issues, Volume 4, No.1 & 2, 265-274.
- (25) **Ehigie, B.O.** (1999). Validity Test of University Matriculation Examination (U.M.E.) as a Predictor of Performance in University Examination. Nigerian Journal of Clinical and Counseling Psychology, Volume 5, No. 2, 193 –202. (Ibadan)
- (26) **Ehigie, B. O.** (2000) Mental and Physical Health Status of Employees and Depositors of Liquidated Banks. The Nigerian Postgraduate Medical Journal, Volume. 7, No. 2, 57 – 60.
- (27) **Ehigie, B.O.** and Okocha, F. (2000). Perceived Product Price Variations and Brand Loyalty. Nigerian Journal of Behavior Research and Therapy, Volume 1, No. 1, 75-85.
- (28) **Ehigie, B. O.** and Idemudia, V. O. (2000) Working Women and Exclusive Breastfeeding in Oyo State, Nigeria. African Journal of Business and Economic Research, Volume 1, No. 1, 49 –57.
- (29) **Ehigie, B.O.** (2000) Gender Differences in Career Orientation and Influence on Marital Satisfaction. Ilorin Journal of Business and Social Sciences, Volume 6, No. 2, 1 – 13
- (30) **Ehigie, B. O.** (1999) Problem of Depression and Academic Achievement Motivation among Refugees in Nigeria. Nigerian Journal of Clinical and Counseling Psychology, Volume 5, No. 1, 92 –100.
- (31) **Ehigie, B.O.** (1999). Advertisement Structure and Visual Recognition Memory for Product Brand Name. Nigerian Journal of Psychology, Volume 16, No. 2, 75 – 82.
- (32) **Ehigie, B. O.** (2000) Consumer Purchase Conflict and Post-Purchase Dissonance: Psychological Issues for Marketing Management. Marketing Journal, Volume 5, No. 2, 30 –35.

- (33) **Ehigie, B.O.** and Akpan, R.C. (2000). Development and Standardization of Individual Practice of Total Quality Management (TQM) Scale. Nigerian Journal of Psychology, Volume 17, No. 1, 12 – 24.
- (34) **Ehigie, B.O.** (2001) Effects of Bank Liquidation on Depression Levels of Employees and Depositors. Issues in Health Psychology, Volume 8, 257 – 264.
- (35) **Ehigie, B.O.** and Shenge, N.A. (2001) Psychological Strategies in Managing Television Commercial Efficacy. Ife PsychologIA: An International Journal, Volume 9, No. 1, 115 – 122.
- (36) **Ehigie, B.O.** (2003). Comparative Analysis of the Psychological Consequences of the Traumatic Experiences of Cancer, HIV/AIDS, and Sickle-Cell Anemia Patients. Ife PsychologIA: An International Journal of Psychology in Africa, Volume 11, No. 3, 34-54.
- (37) **Ehigie, B.O.** (2003). Managing Quality Customer Service in the Banking Industry. Marketing Journal, Volume 6, No. 4, 25-29.
- (38) **Ehigie, B.O.** (2003) Retirement and its Consequent Psychological Problems. Nigerian Journal of Clinical and Counseling Psychology, Volume 9, No. 1, 79 – 94.
- (39) **Ehigie, B.O.** and Ehigie, R.I. (2003). Type of Disability and associated Psychological Problems: A Study of some Disabled School Pupils. Nigerian Journal of Clinical and Counseling Psychology, Volume 9, No. 2, 203-222.
- (40) **Ehigie, B.O.** and Ekwugha, C.A. (2003). Product Variations and Consumers' Brand Loyalty: A Case Study of Some Nigerian Consumers. Journal of Psychology in Africa, Volume 13, No. 2, 148 – 165.
- (41) **Ehigie, B.O.** and Umoren, U.E (2003). Psychological Factors Influencing Perceived Entrepreneurial Success among Females in Small-Scale Businesses. Journal of International Women's Studies, Volume 5, No. 1, 78 – 95.
- (42) **Ehigie, B.O.** (2004). Gender, Perceived Economic Status, and Personality Factors Influencing Attitude to Buying Insurance Services: A Study of Some Selected Nigerians. Journal of Psychology in Africa, Volume 14, No. 2, 43 – 53.
- (43) **Ehigie, B.O.** and Akpan, R.C. (2004). Roles of Leadership Styles and Reward in the Practice of Total Quality Management in Service Organizations. Leadership and Organizational Development Journal, Volume 25, No. 1, 24 – 40.



- (44) **Ehigie, B.O.** (2005). Customer Expectations, Perceived Service Quality and Satisfaction as Predictors of Bank Customer Loyalty. Indian Social Science Review, Volume 7, No. 1, 94-113.
- (45) **Ehigie, B.O.**, Ideozu, I.C., and Ehigie, R.I. (2005). Psychological Well-being of Inhabitants around Oil and Gas Projects in Niger Delta, Nigeria. Journal of Rural Community Psychology, Volume 8, No. 2
- (46) **Ehigie, B.O.** and Agboibon, Y. (2005). Gender, Type of Career Family and Career Nature as antecedents of Job Involvement. International Journal of Vocational Education and Training, Volume 13, No. 2, 43-64.
- (47) **Ehigie, B.O.** and Otukoya, O.W. (2005). Antecedents of Organizational Citizenship Behaviour in a Government-owned Enterprise in Nigeria. European Journal of Work and Organizational Psychology, volume 14, No. 4, 389-399.
- (48) **Ehigie, B.O.** and Ehigie, R.I. (2005). Applying Qualitative Methods in Organizations: A Note for Industrial/Organizational Psychologists. The Qualitative Report, Volume 10, No. 3, 620-637.
- (49) **Ehigie, B.O.** (2005). Ethnic differences and Perceived Marginalization as Psychological Issues of Conflict in Nigeria. Nigerian Journal of International Affairs, Volume 31, No. 1, 67-90.
- (50) **Ehigie, B.O.** and McAndrew, E.B. (2005). Innovation, Diffusion and Adoption of Total Quality Management (TQM). Management Decision, Volume 43, No. 6, 925-940.
- (51) **Ehigie, B.O.** and Akpan, C.A. (2005). Psycho-Social Factors Influencing Practice of Total Quality Management in some Nigerian Organizations. Journal of Managerial Psychology, Volume 20, No. 5, 355-379.
- (52) Afolabi, O.A. and **Ehigie, B.O.** (2005). Psychological Diversity and Team Interaction Processes: A Study of Oil Drilling Work Teams in Nigeria. Team Performance Management, Volume 11, No. 7/8, 280-301.
- (53) **Ehigie, B.O.** and Akpan, R.C. (2006). Roles of Personality Attributes in the Practice of total Quality Management. Individual Differences Research, Volume 4, No. 2, 78-105
- (54) **Ehigie, B.O.**, Kolade, I.A., and Afolabi, O.A. (2006). Personality Factors Influencing Politicians' Attitudes toward Wellbeing of Citizens; A Study in Southwest Nigeria. International Journal of Public Sector Management, Volume 19, No. 5, 428-446.

- (55) **Ehigie, B.O.**, Akpan, R.C. (2006). Individual Differences in TQM Change: A Study of Service Organizations in Nigeria. The TQM Magazine, Volume 18, No. 2, 103-117.
- (56) **Ehigie, B.O.** (2006). Correlates of Customer Loyalty to their Bank: A Case Study in Nigeria. International Journal of Bank Marketing, Volume 24, No. 7, 494-508.
- (57) **Ehigie, B.O.** (2006). The Role of Information and Aspiration in Bargaining Behavior. African Journal for the Psychological Study of Social Issues, Volume 9, No. 1 & 2, 257-270.

(iv) Articles already Accepted for Publication

- (58) **Ehigie, B.O.** and Taylor, M (In press). Managing Students' Loyalty to School after Graduation through Relationship Marketing. TQM Journal

(v) Technical Report/ Monographs:

- (58) **Ehigie, B.O.** and Taylor, M. (2005). Customer Expectations, Perceived Service Performance, Satisfaction and, Loyalty to Service Provider (A Study of Dickinson College Services for Students). A Project sponsored by Research and Development Committee of Dickinson College, Carlisle, Pennsylvania, United States of America.

XI Major Conferences Attended With Report/Papers Read:

1. The 18th Annual Conference of Nigerian Psychological Association held at the University of Lagos, July 20<sup>th</sup> –22<sup>nd</sup>, 1999.  
Papers presented:
  - (i) The Psychological consequences of Environmental Degradation (A Case Study of the Niger- Delta).
  - (ii) Violence via the Screen: The Negative Consequences of Adolescent Television viewing in Nigeria
2. The 2<sup>nd</sup> International Conference of The National Association of Women Academics (NAWACS), held at University of Abuja, 5<sup>th</sup> – 10<sup>th</sup> September 2000.  
Paper Presented: Psychological Factors in Perception of Business Success among Female Entrepreneurs.
3. The 19th Annual Conference of Nigerian Psychological Association held at the University of Ibadan, October 18 – 21, 2002.

Papers Presented:

- (i). Ethnic Differences and Perceived Marginalization: Psychological Issues for Sustainable Democracy in Nigeria.
  - (ii). Perceptions and Attitude towards Environmental Degradation in the Niger Delta: Implication for Nigeria's Democracy.
4. International Conference on Re-thinking Governance and Development in the 21<sup>st</sup> Century, (Funded by the Ford Foundation, New York, U.S.A.), held at Oba Akenzua 11 Cultural Center, Benin City, June 25 – June 27, 2003.  
Paper Presented: Psychological Issues for People-Oriented Governance in a Democratic Dispensation.
  5. The 13<sup>th</sup> General Assembly of the Social Science Academy of Nigeria held at Abuja, July 23 – 25, 2003.  
Paper Presented: Unethical Practices as Threats to Teacher-Student Mentoring Relationship in Higher Institutions.
  6. The 6<sup>th</sup> Annual Meeting of Society for Personality and Social Psychology held at New Orleans, January 20-22, 2005.  
Paper Presented: Five Factor Personality Attributes, Need for Achievement and Emotional Intelligence as Correlates of Work Team Processes (A Study of Work Teams in Oil Industry, Nigeria).
  7. The 75<sup>th</sup> Annual Convention of Rocky Mountain Psychological Association held at Phoenix, Arizona, April 14-16, 2005.  
Paper Presented: Customer Satisfaction and Perceived Service Performance as Antecedents of Loyalty: A Study of College Services for Students.
  8. Attendee of group internet based virtual seminar on “Creating Activities that Appeal to Students’ Learning Styles”. Organized by John Wiley & Sons, Inc. (A Wiley Faculty Network Seminar), April 21, 2005.
  9. Attendee of group internet virtual seminar on “Managing Students with WebCT: How to encourage participants through Tracking”. Organized by John Wiley & Sons, Inc. (A Wiley Faculty Network Seminar), March 31, 2005.
  10. The 13<sup>th</sup> Annual Conference on Environment and Society, organized by environmental and Behavior Association of Nigeria (EBAN), held at the University of Benin, Benin-City, 12-14 December, 2005.

Paper Presented: Roles of Ecological Attitudes and Knowledge on Consumer Choice of Green Products.

11. The Zaria Conference on Humanities in the 21<sup>st</sup> Century: Prospects and challenges, held at the Ahmadu Bello University, Zaria, Nigeria, January 10-14, 2006.

Paper Presented: Creativity and Industrial/Organizational Development in Africa: A Psychological Perspective.